

BOVRIL

HANDY-BOOK & DIARY
OF THE WAR



DIARY OF THE WAR

1914=====1914

- JUNE 28. ARCHDUKE FRANCIS FERDINAND (Heir to Austrian Throne) assassinated at Serajevo, Bosnia.
- JULY 23. AUSTRIAN ULTIMATUM to Serbia.
- JULY 28. AUSTRIA DECLARES WAR on Serbia.
- JULY 31. GERMAN ULTIMATUM to Russia.
- AUGUST 1. GERMANY DECLARES WAR on Russia.
- AUGUST 3. GERMANY DECLARES WAR on France and begins the invasion of Belgium.
- AUGUST 4. BRITISH ULTIMATUM TO GERMANY. Great Britain declares war on Germany.
- AUGUST 5. LORD KITCHENER appointed War Minister. German mine-layer "Koningin Luise" sunk in the North Sea by British destroyer. Suspension of the Bank Act.
- AUGUST 6. GERMANS REPULSED AT LIEGE. H.M.S. "Amphion" (light cruiser) mined in North Sea, 131 men lost. First War Credit of £100,000,000 voted in Parliament. Moratorium declared.
- AUGUST 7. ISSUE OF NEW £1 and 10s. notes.
- AUGUST 9. GERMAN SUBMARINE U15 SUNK by H.M.S. "Birmingham." Montenegro declares War on Austria.
- AUGUST 12. GREAT BRITAIN DECLARES WAR on Austria. German cruisers "Goeben" and "Breslau" elude French and British Fleets, and arrive in the Dardanelles.
- AUGUST 16. BRITISH EXPEDITIONARY FORCE lands in France.
- AUGUST 18. SERBIANS DEFEAT AUSTRIANS in great battle.
- AUGUST 20. FALL OF LIEGE. Belgians fall back on Antwerp, evacuating Brussels.
- AUGUST 22. GERMANS IN OCCUPATION of Brussels levy a fine of £8,000,000 on the city.
- AUGUST 23. JAPAN DECLARES WAR on Germany. Great Russian victory at Goldap-Gumbinnen (East Prussia).
- AUGUST 24. FALL OF NAMUR.
- AUGUST 25. RETREAT FROM MONS: British and French heavily outnumbered and outgunned. British lose between 5,000 and 6,000 men. Destruction of Louvain.
- AUGUST 26. TOGOLAND (GERMAN COLONY) surrenders to British.
- AUGUST 27. BRITISH CRUISER "HIGHFLYER" sinks German auxiliary cruiser "Kaiser Wilhelm der Grosse."
- AUGUST 28. BRITISH NAVAL VICTORY near Heligoland: Germans lose 2 cruisers and several destroyers.
- AUGUST 31. RUSSIAN DEFEAT IN EAST PRUSSIA at Tannenburg by Hindenburg.
- SEPT. 1. GERMANS ONLY 63 MILES from Paris.
- SEPT. 2. GREAT RUSSIAN VICTORY at Lemberg. Austrians lose 130,000 men and 200 guns.
- SEPT. 3. FRENCH GOVERNMENT TRANSFERRED to Bordeaux. Samoa (German Colony) surrenders. H.M.S. "Speedy" sunk by mine in North Sea.
- SEPT. 5. GREAT BRITAIN, FRANCE AND RUSSIA agree not to make a separate peace. H.M.S. "Pathfinder" sunk by submarine, 259 men lost.

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- SEPT. 6. GERMANS CROSS THE MARNE.
- SEPT. 7. GERMAN ADVANCE STOPPED by British and French. Battle of the Marne commences : Germans driven northwards.
- SEPT. 11. BATTLE OF THE MARNE continues : Germans forced back for over forty miles.
- SEPT. 12. AUSTRALIANS CAPTURE German New Guinea and other colonies. Great Russian victory in Galicia. Belgian sortie from Antwerp.
- SEPT. 13. GERMAN CRUISER "HELA" sunk by British submarine E9. Germans defeated by Russians on the Niemen.
- SEPT. 14. H.M.S. "CARMANIA" sinks German armed cruiser "Cap Trafalgar". Battle of the Aisne commences the war of Trenches.
- SEPT. 17. GREAT RUSSIAN VICTORY in Galicia : Austrians lose 400 guns and 100,000 prisoners.
- SEPT. 20. BOMBARDMENT OF RHEIMS CATHEDRAL by Germans. H.M.S. "Pegasus" surprised and disabled in Zanzibar Harbour by German cruiser "Konigsberg" : 25 men killed, 52 wounded.
- SEPT. 22. BRITISH CRUISERS "Aboukir," "Hogue," and "Cressy" sunk by German submarine in North Sea. British air-raid on Zeppelin sheds at Dusseldorf.
- SEPT. 24. GERMAN CRUISER "EMDEN" bombards Madras.
- SEPT. 26. INDIAN EXPEDITIONARY FORCE lands in France.
- SEPT. 29. BOMBARDMENT OF ANTWERP ; several forts destroyed.
- OCT. 1. GERMAN REPULSE BEFORE ANTWERP.
- OCT. 2. BRITISH ADMIRALTY ANNOUNCES mining of the North Sea.
- OCT. 3. BRITISH TROOPS ARRIVE in Antwerp.
- OCT. 4. RUSSIANS DEFEAT GERMANS at Augustovo.
- OCT. 6. BELGIAN GOVERNMENT quits Antwerp, which is evacuated by the Allies on following day First police order reducing lighting in London.
- OCT. 8. BRITISH SUBMARINE E9 (Commr. Max Horton) sinks German destroyer in the mouth of the Ems.
- OCT. 9. FALL OF ANTWERP, 2,000 British troops interned in Holland. Allied air-raid on Zeppelin-sheds at Dusseldorf.
- OCT. 10. RUSSIAN INVASION of Hungary. Death of King Charles of Roumania.
- OCT. 12. GERMANS LEVY FINE of £20,000,000 on Antwerp Russian cruiser sunk by German submarine.
- OCT. 13. BELGIAN GOVERNMENT retires to Havre. Outbreak of rebellion in South Africa ; martial law proclaimed.
- OCT. 14. THE ALLIES OCCUPY YPRES.
- OCT. 15. H.M.S. "HAWKE" SUNK by submarine in the North Sea.
- OCT. 16. CANADIAN TROOPS ARRIVE in England.
- OCT. 17. NAVAL ACTION off Dutch coast : 4 German destroyers sunk. German repulse near Warsaw
- OCT. 18. BRITISH MONITORS take part in the battle on the Belgian coast. British submarine E3 lost.
- OCT. 19. DISTINGUISHED SERVICE MEDAL established.
- OCT. 20. BELGIANS REPULSE GERMANS on the Yser

BOVRIL gives strength to win.

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RANK IN THE ARMY



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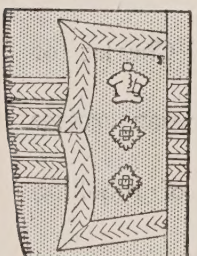
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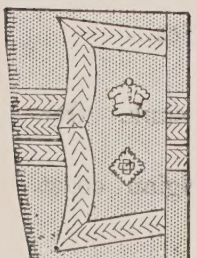
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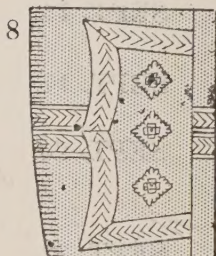


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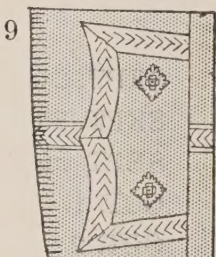
1. Aide-de-Camp (badge).
2. Field-Marshal (badge).
3. General (badge).
4. Major-General (badge).
5. Colonel (sleeve).
6. Lieut.-Colonel (sleeve).
7. Major (sleeve).
8. Captain (sleeve).
9. Lieutenant (sleeve).
10. Reg. Q.M.S. (sleeve).
11. Sergt.-Major (sleeve).
12. Sergeant (sleeve).



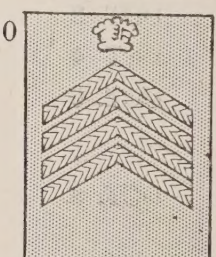
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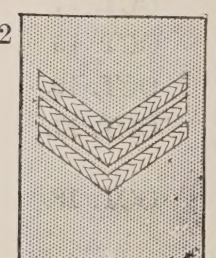
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1. AIDE-DE-CAMP.—Badge worn on cap only.
2. FIELD-MARSHAL.—Cap, shoulder-strap, and gorget.
3. GENERAL.—Cap, shoulder-strap, and gorget. LIEUTENANT-GENERAL'S badge is same as No. 3, but with crown only, no star.
4. MAJOR-GENERAL.—Same for BRIGADIER-GENERAL, but the latter has no star.
5. COLONEL.—The shoulder-strap has a crown above two stars; the cap bears the regimental badge.
6. LIEUT.-COLONEL.—The shoulder-strap has a crown and one star; regimental badge on cap.
7. MAJOR.—Shoulder-strap bears crown only; regimental badge on cap.
8. CAPTAIN.—Shoulder strap bears three stars; regimental badge on cap.
9. LIEUTENANT.—Shoulder-strap bears two stars; regimental badge on cap. SECOND-LIEUTENANT has one star only on sleeve and shoulder.
10. REGIMENTAL QUARTERMASTER-SERGEANT.—The Q.M.S. wears four stripes without crown.
11. SERGEANT-MAJOR. The COLOUR-SERGEANT wears crossed colours between the crown and the three stripes.
12. SERGEANT. CORPORAL wears two stripes and the LANCE-CORPORAL one stripe only.

Chaplains wear a black Maltese cross and crown on cap; R.A.M.C. wear the Red Cross on sleeve; other special corps (Veterinary, A.S.C., A.O.C., Cyclists, Machine-Gun Sections, &c.) all wear distinctive badges. N.C.O. rank in the Flying Corps have a four-bladed propeller on sleeve above the three stripes. Flying Pilots wear the crowned wings (surcharged R.F.C.) on left breast. Marksmanship badges consist of crossed rifles beneath a crown; cavalry swordsmanship badges of crossed swords beneath crown; gunnery, a "G" laurelled and surmounted by crown or star; gun-laying, an "L" above the laurels; prize drivers, spur and crossed whips surmounted by a crown.

IT MUST BE BOVRIL.

DIARY OF THE WAR

1914

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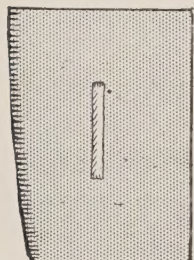
- OCT. 21. PERPETUAL PROHIBITION of State sale of alcohol in Russia.
- OCT. 24. BRITISH GOVERNMENT PROHIBITS importation of sugar.
- OCT. 25. GERMAN SUBMARINE SUNK by H.M.S. "Badger."
- OCT. 26. SOUTH AFRICAN REBELS TOTALLY DEFEATED: Maritz flees to German territory.
- OCT. 27. GENERALS DE WET AND BEYERS turn traitor.
- OCT. 28. BEYERS DEFEATED by Gen. Botha.
- OCT. 29. RUSSIANS CAPTURE CZERNOWITZ (capital of the Bukovina).
- OCT. 30. TURKISH VESSELS bombard Russian coast towns, including Odessa. Hostile Bedouins cross the Egyptian frontier.
- OCT. 31. BOMBARDMENT OF TSING-TAU by British and Japanese. H.M.S. "Hermes" sunk by German submarine. The "Emden" sinks a Russian cruiser and a French destroyer at Penang.
- NOV. 1. HEAVY FIGHTING at Ypres. British naval defeat at Coronel (Chili): Cruisers "Good Hope" and "Monmouth" with Admiral Sir Christopher Cradock and all hands lost.
- NOV. 3. ANGLO-FRENCH SQUADRON bombards Dardanelles. Submarine D5 sunk in North Sea by mine.
- NOV. 4. GERMAN CRUISER "YORCK" SUNK by a German mine. Small British reverse in British East Africa (casualties 141). British cruisers bombard Jaffa.
- NOV. 5. GREAT BRITAIN DECLARES WAR on Turkey. Annexation of Cyprus by British.
- NOV. 6. BRILLIANT RUSSIAN VICTORIES in Poland. Carl Lody, a spy, shot at the Tower.
- NOV. 7. FALL OF TSING-TAU: 2,300 prisoners.
- NOV. 8. RUSSIAN ADVANCE in Prussian Poland. Allies advance in Flanders.
- NOV. 9. GREAT GERMAN DEFEAT at Ypres. Lord Kitchener asks for more men.
- NOV. 10. GERMAN CRUISER "EMDEN" DESTROYED at Cocos Island by H.M.A.S. "Sydney." German cruiser "Konigsberg" blocked in an East African creek.
- NOV. 11. GERMANS TAKE DIXMUDE. General Botha defeats De Wet.
- NOV. 14. DEATH OF FIELD-MARSHAL LORD ROBERTS in France.
- NOV. 17. BRITISH WAR LOAN of £350,000,000 New war credit of £225,000,000. New duties on tea and beer; income-tax increased.
- NOV. 18. GERMAN SQUADRON SHELLS LIBAU (Baltic port).
- NOV. 19. FUNERAL OF LORD ROBERTS at St. Paul's. Great battle in progress near Cracow.
- NOV. 20. GERMAN ATTACK IN FLANDERS slackens. Skirmish with Turks near Port Said.
- NOV. 21. TURKISH CITY OF BUSSORAH (Basra) on the Persian Gulf occupied by British. British air-raid on Zeppelin factories at Frederikshavn.
- NOV. 23. GERMAN SUBMARINE U18 RAMMED and sunk. Great bombardment of Zeebrugge by British. Ypres, Soissons, and Rheims bombarded by Germans.

BOVRIL gives strength to win.

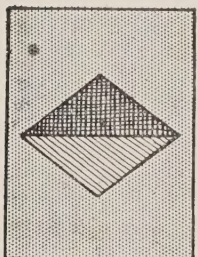
SPECIAL ARMY BADGES



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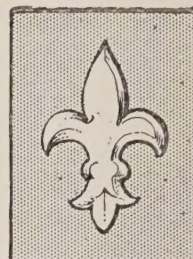
1. "For Service Rendered" Badge.
2. "Wounded" Badge.
3. Battalion Mark.
4. Provost-Marshal.
5. Military Police.
6. Service Bomber.
7. Trained Squadron Scout.
8. Good Conduct Badge.
9. Canada: General Service.
10. South Africa: General Service.
11. New Zealand: General Service.
12. Australia: General Service.

1. "FOR SERVICE RENDERED."—Silver badge worn by men discharged from Army after active service.
2. "WOUNDED."—Gold perpendicular stripe worn on edge of left cuff, denoting "Wounded." The number of stripes indicates the number of wounds received upon different occasions.
3. BATTALION MARK.—A coloured patch (either of one, two, or three colours) worn at top of left sleeve indicating battalion to which soldier belongs.
4. PROVOST-MARSHAL.—A red brassard bearing the letters "P.M." in black; "A.P.M." signifies Assistant Provost-Marshal.
5. MILITARY POLICE.—White brassard with black letters. Cap has an all-red top, khaki rim and peak.
6. SERVICE BOMBER.—Khaki bomb with red flames.
7. TRAINED SQUADRON SCOUT.—Fleur-de-lys in gold.
8. GOOD CONDUCT BADGE (white).
9. CANADA.—General Service Badge: Other Canadian Badges are the "Moose-head" of the Canadian Mounted Rifles; the "Black Devil" of the Winnipeg Rifles; and the "Maple Leaf within the Garter" of the Royal Montreal Regiment.
10. SOUTH AFRICA: General Service Badge.—Other South African Badges are the "Bugle with the Crown" (South African Mounted Rifles); and the eight-pointed star of the South African Service Corps.
11. NEW ZEALAND: General Service Badge.—Other New Zealand Badges are the "N.Z." within the Oak Leaves (also General Service); and the Apteryx of the 4th New Zealand Regiment.
12. AUSTRALIA.—General Service.

The NEWFOUNDLAND General Service Badge is a Moose Head with the word "Newfoundland" on a scroll.

G.M.P. (black letters on white brassard) with the red cap indicates "Guards Military Police."

Officers wearing a white band around the cap are Cadet Officers.



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- NOV. 26. H.M.S. "BULWARK" BLOWN UP at Sheerness: the first British battleship lost during the war: over 800 lives lost. Severe fighting in Poland. Germans bombard Arras.
- NOV. 27. BRITISH WAR LOAN over-subscribed. German submarines sink British merchant ships in the Channel.
- DEC. 2. CAPTURE OF DE WET. Russians near Cracow.
- DEC. 6. GERMANS CAPTURE LODZ, "the Manchester of Poland."
- DEC. 8. NAVAL VICTORY off the Falkland Islands: Admiral von Spee's squadron of 5 cruisers, "Scharnhorst" (flagship), "Gneisenau," "Leipzig," "Dresden" and "Nurnberg," defeated (and sunk with the exception of the "Dresden") by Admiral Sir F. Sturdee's squadron of fast cruisers.
- DEC. 10. AUSTRIANS DEFEATED by Serbians. End of the South African rebellion.
- DEC. 14. SERBIANS RETAKE BELGRADE. British submarine B11 torpedoes Turkish battleship "Messudiyeh," after having dived beneath 5 rows of mines in the Dardanelles.
- DEC. 16. GERMAN CRUISERS bombard Scarborough, Whitby, and Hartlepool: over 100 civilians killed.
- DEC. 17. GREAT BRITAIN PROCLAIMS THE INDEPENDENCE OF EGYPT under British suzerainty: deposition of the Khedive Abbas and proclamation of Prince Hussein as Sultan of Egypt.
- DEC. 19. AIR-RAID on Zeppelin sheds at Brussels.
- DEC. 20. GERMAN ADVANCE on Warsaw.
- DEC. 25. BRITISH NAVAL AIR-RAID on Cuxhaven: German aeroplane raid on Dover and the Thames frustrated.
- DEC. 27. GERMAN DEFEAT in Poland.
- DEC. 31. H.M.S. "Formidable" (battleship) sunk in the Channel.

1915=====1915

- JAN. 4. STOCK EXCHANGE RE-OPENS. Cardinal Mercier (the Belgian Primate) arrested by the Germans.
- JAN. 7. REPORT ISSUED as to the atrocities committed by German troops in Belgium.
- JAN. 11. GERMANS USE POISON shells in the fighting on the Western Front.
- JAN. 12. TURKISH INVASION of Persian territory.
- JAN. 19. ZEPPELIN RAID on East Coast towns (including Sheringham, Cromer, and Yarmouth): 4 killed, 9 injured.
- JAN. 22. BRITISH BOMBARDMENT of Zeebrugge.
- JAN. 24. BRILLIANT NAVAL VICTORY in the North Sea. Sir David Beatty with the 1st Cruiser Squadron defeats German Battle-cruiser Squadron. German cruiser "Blucher" sunk: no British ships lost.
- JAN. 30. GERMAN SUBMARINES sink 3 vessels near Liverpool.
- FEB. 2. TURKISH ATTACK on the Suez Canal repulsed.
- FEB. 4. GERMANS DECLARE a blockade of Great Britain, commencing on February 18.

A TRUSTY ALLY—BOVRIL.

RANK IN THE NAVY

1	1. Admiral of the Fleet (sleeve). 2. Admiral (sleeve) 3. Vice-Admiral (sleeve) 4. Rear-Admiral (sleeve). 5. Commodore, 2nd class (sleeve). 6. Captain (sleeve).	7. Commander (sleeve). 8. Lieut.-Commander (sleeve). 9. Lieutenant (sleeve). 10. Sub-Lieutenant (sleeve). 11. Gunner (sleeve). 12. Midshipman (sleeve).	7
2	1. ADMIRAL OF THE FLEET.—The peak of the cap is bordered all round with oak-leaves ; badge, anchor surmounted by crown, enwreathed. 2, ADMIRAL.—Cap and badge same as Admiral of the Fleet. 3. VICE-ADMIRAL —Cap and badge same as Admiral, &c.		8
3	4. REAR-ADMIRAL and COMMODORE 1st CLASS.—Cap and badge same as Admiral, &c. 5. COMMODORE, 2nd CLASS.—Badge same as above, but the cap peak is bordered only on the lower edge. 6. CAPTAIN.—Badge same as above ; cap same as Commodore 2nd Class. 7. COMMANDER.—Badge and cap same as for Captain.		9
4	8. LIEUT.-COMMANDER.—Badge same as above ; cap has plain peak. 9. LIEUTENANT.—Cap and badge same as for a Lieut.-Commander. 10. SUB-LIEUTENANT.—Cap and badge same as for a Lieutenant, &c. 11 CHIEF GUNNER and Chief Boatswain.—Cap and badge same as for a Lieutenant, &c.		10
5	12. MIDSHIPMAN.—Cap and badge same as for a Lieutenant, &c.		11
6	ENGINEER OFFICERS wear the same stripes, cap and badge as ordinary officers of equivalent rank, but the stripes on the cuff are placed on a red ground. MEDICAL STAFF have a bright red stripe between each of the gold stripes on the cuff ; Paymasters of various ranks show a white stripe between each of the gold stripes ; CLERKS have a white narrow stripe above the three buttons worn by a Midshipman. NAVAL INSTRUCTORS have a light blue stripe between the gold stripes. R.N.A.S.—Officers of the Royal Naval Air Service wear the wings above the stripes on the cuff. Wing Captain, 4 stripes ; Wing-Commander, 3 stripes ; Squad.-Commander, 2 wide and 1 narrow stripe ; Flight-Commander and Flight-Lieut., 2 stripes ; Flight Sub-Lieut., 1 stripe.		12

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GIVE HIM BOVRIL.

DIARY OF THE WAR

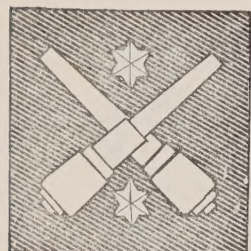
1915

1915

- FEB. 12. FRENCH GOVERNMENT prohibits the manufacture and sale of absinthe.
- FEB. 16. GREAT ALLIED AIR-RAID on German bases on the Belgian coast. 48 aeroplanes and seaplanes successfully bombard various depots.
- FEB. 18. RUSSIANS EVACUATE the Bukovina. Commencement of German submarine "frightfulness."
- FEB. 19. ALLIED FLEETS attack the Dardanelles forts.
- FEB. 21. ZEPPELIN RAID on Essex (Braintree, Colchester, &c.). No casualties.
- FEB. 25. RESULTS of the first week of submarine "frightfulness," 7 British vessels sunk in all.
- FEB. 26. GREAT RUSSIAN VICTORY in Galicia: Austrians heavily defeated. Capture of the "Dacia" (New York to Rotterdam, with cotton for the Germans) by the French.
- MARCH 1. GERMANS HEAVILY DEFEATED in North Poland: Russians capture over 10,000 prisoners.
- MARCH 5. GERMAN SUBMARINE U8 SUNK near Dover, and officers and crew taken prisoners.
- MARCH 6. GREEK PREMIER (M. Venizelos) resigns owing to pro-German attitude of King Constantine.
- MARCH 10. BRITISH VICTORY at Neuve Chapelle. German submarine U20 sunk.
- MARCH 13. GERMANS REPULSED at Neuve Chapelle with exceedingly heavy losses.
- MARCH 14. GERMAN CRUISER "DRESDEN" SUNK by British near "Robinson Crusoe" Island.
- MARCH 15. GERMANS AGAIN DEFEATED at Neuve Chapelle.
- MARCH 18. ALLIED NAVAL DISASTER in the Dardanelles. Two British battle-ships ("Irresistible" and "Ocean") and one French battleship ("Bouvet") sunk.
- MARCH 20. GERMAN AEROPLANE RAID on Deal. No casualties, no damage.
- MARCH 21. ZEPPELIN RAID on Paris.
- MARCH 22. FALL OF PRZEMYSL, the great Austrian stronghold in Galicia. Over 120,000 officers and men (including 9 generals and 100 staff officers) surrender to the Russians.
- MARCH 24. BRITISH NAVAL AIR-RAID on docks, &c., at Antwerp; great damage caused.
- MARCH 25. GERMAN SUBMARINE U20 SUNK.
- MARCH 28. BRILLIANT FRENCH VICTORY in Alsace. The s.s. "Falaba" torpedoed without warning in St. George's Channel: over 100 passengers and crew killed or drowned. Germans jeer at the drowning victims.
- MARCH 31. HIS MAJESTY prohibits alcoholic liquor in the Royal household.
- APRIL 1. BRITISH AIR-RAIDS on Antwerp and Zeebrugge.
- APRIL 9. FRENCH VICTORY in Lorraine: Germans defeated with a loss of nearly 30,000 killed, wounded, and prisoners.
- APRIL 14. ZEPPELIN RAID on North-East Coast of England: 2 casualties.
- APRIL 15. TOTAL BRITISH CASUALTIES to date, 139,347.

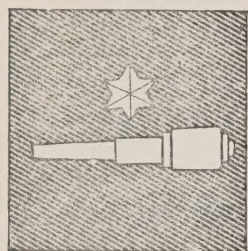
BOVRIL gives strength to win.

SPECIAL NAVY BADGES



1

1. Gunlayer.
2. Seaman Gunner
3. Torpedo Gunner.
4. Signaller.
5. Telegraphist.
6. Physical Training Instructor.
7. Mechanician.
8. Stoker.
9. Armourer.
10. Artizan.
11. Naval Police.
12. Shooting Badge.

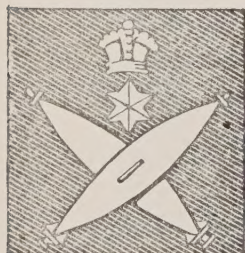


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1. GUNLAYER.—1st Class; the 2nd Class Gunlayer has only one star; 3rd Class, crossed guns only.

2. SEAMAN GUNNER.

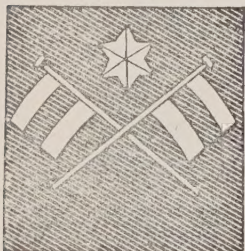
3. TORPEDO GUNNER'S MATE.—An additional star indicates a higher grade. Torpedo Coxswain has the crossed torpedoes surmounted by a wheel; Leading Torpedo Man, crossed torpedoes surmounted by a star; Seaman Torpedo Man, one torpedo between two stars.



3

4. SIGNALMAN.—Same for Leading Signaller, but with an additional star; Yeoman of Signals two stars below the flags; Chief Yeoman of Signals, Crown and Star above flags; two stars below flags.

5. TELEGRAPHIST.—A Leading Telegraphist has a star above and below the wings; Petty Officer Telegraphist, a crown above the wings; Ordinary Telegraphist, wings only.



4

6. PHYSICAL TRAINING INSTRUCTOR, 1st Class.—The 2nd Class Instructor has one star (above) only.

7. MECHANICIAN.

8. STOKER.—Leading Stoker, one star above propellers; Stoker Petty Officer, two stars (one above, one below); Chief Stoker, crown above and star below.

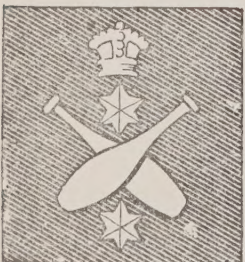


5

9. ARMOURER.—Chief Armourer has a star above the crossed hammers.

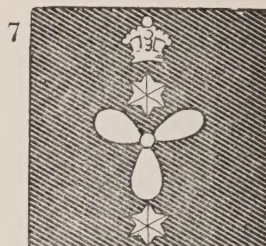
10. ARTIZAN.—Blacksmiths, Plumbers, and Painters, 1st Class, have a star above.

11. NAVAL POLICE.

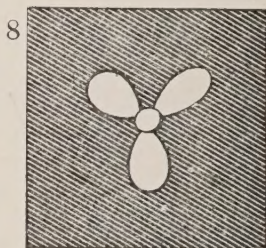


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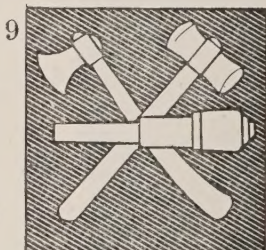
12. GOOD SHOOTING BADGE, 1st Class.—The 2nd Class Badge has no star; the 3rd Class Badge is a single rifle, no star.



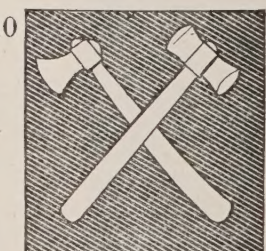
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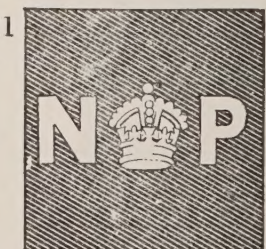
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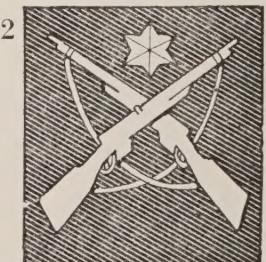
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10



11



12

BADGES OF RATING AND GOOD CONDUCT are as follows:— Petty Officer: Crown above crossed anchors with four stripes underneath. Leading Seaman: Anchor and one stripe.

NOTE.—All the above badges are red on the blue ground.

GIVE THEM BOVRIL.

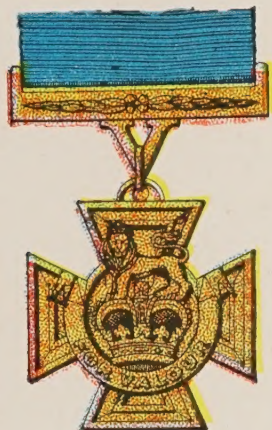
DIARY OF THE WAR

1915=====1915

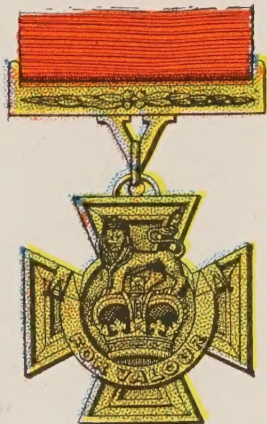
- APRIL 15. ZEPPELIN RAID on the East Coast : no casualties.
- APRIL 18. BRITISH SUBMARINE E15 run ashore and destroyed in the Dardanelles.
- APRIL 22. GERMANS FIRST USE POISON GAS on the Western Front.
- APRIL 24. HEAVY FIGHTING around Ypres : brilliant achievements by Canadians.
- APRIL 25. SUCCESSFUL LANDING of British troops in Gallipoli under heavy fire.
- APRIL 29. HEAVY INCREASES in the duties on wines, spirits, and beer.
- APRIL 29. ZEPPELIN RAID on East Coast : incendiary bombs cause fires in Ipswich and Bury St. Edmunds : no casualties.
- MAY 1. DUNKIRK BOMBARDED by the Germans with guns carrying 18 miles. Two German torpedo-boats sunk by British destroyers.
- MAY 5. AUSTRO-GERMANS HEAVILY REINFORCED in Galicia. Retreat of the Russians begins. Mackensen's famous "drive" commences.
- MAY 7. "LUSITANIA" torpedoed and sunk by a German submarine near Queenstown : 1,500 non-combatants drowned.
- MAY 8. GREAT REJOICINGS in Germany over the "Lusitania" crime : cities beflagged and school holiday given in honour of the great German achievement.
- MAY 10. ZEPPELIN RAID on Southend : one woman killed.
- MAY 11. ANTI-GERMAN RIOTS in various parts of London : mob wrecks German-owned shops.
- MAY 12. ANTI-GERMAN RIOTS continued in London and the provinces.
- MAY 13. GENERAL BOTHA REPORTS capture of Windhoek, the capital of German South-West Africa. Loss of British battleship "Goliath" in the Dardanelles. All German and other alien enemies to be interned or deported.
- MAY 16. ZEPPELIN raid in Kent : bombs dropped on Ramsgate, 2 persons killed and 3 injured. Gallant exploit by a British naval airman (Flight-Comm. Bigsworth), who drops bombs upon a Zeppelin, crippling her.
- MAY 19. JOCKEY CLUB decides to stop all racing, except at Newmarket.
- MAY 21. FINE FRENCH VICTORY in Artois. Coalition Government formed.
- MAY 22. TROOP-TRAIN SMASH at Gretna Green : over 150 of the Royal Scots (Lothian Regiment) killed. Kupferle, the German spy, commits suicide in Brixton prison.
- MAY 23. ITALY DECLARES WAR against Austria.
- MAY 24. AUSTRIAN AIR-RAID on Venice.
- MAY 25. MINISTRY OF MUNITIONS created, with Mr. Lloyd George at its head.
- MAY 26. BRITISH BATTLESHIP "TRIUMPH" LOST in the Dardanelles.
- MAY 27. BRITISH BATTLESHIP "MAJESTIC" LOST in the Dardanelles, making a total of 5 British battleships sunk in the various attacks. H.M.S. (auxiliary) "Princess Irene" blown up at Sheerness, all on board killed. Zeppelin raid on Southend : 3 killed.
- MAY 28. BRITISH ATTACK strong German positions at La Bassée.
- MAY 30. ITALIANS INVADE the Trentino (Italian Tyrol).

BOVRIL gives strength to win.

WAR MEDALS A



Victoria Cross,
Navy (Blue).



Victoria Cross,
Army (Red).



Order of the Bath.



Order of Merit.



Distinguished
Service Cross.



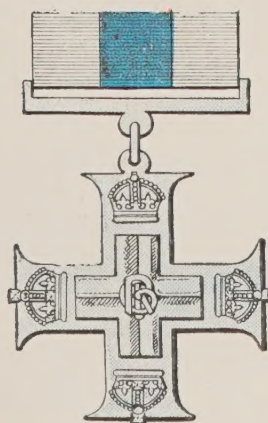
Distinguished
Service Order, 1886.



Conspicuous
Gallantry Medal.



Distinguished
Service Medal, 1914.



Military Cross, 1914.



Medal for
Distinguished Con-
duct in the Field.



Soudan Medal,
1896-97.



South African
Medal, 1899-1900.

Bovril is British

D DECORATIONS



South African
Medal, 1901-1902.



Naval General
Service Medal, 1915.



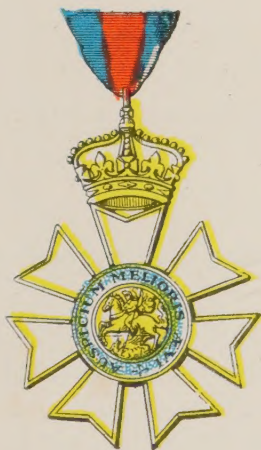
Long Service and
Good Conduct,
Navy.



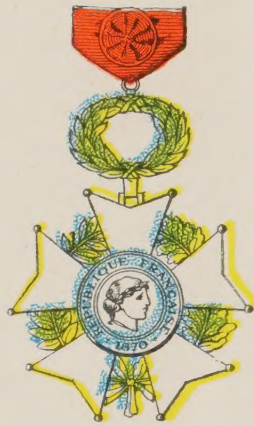
Long Service and
Good Conduct,
Army.



Meritorious Service
Medal,
Royal Marines.



Order of St. Michael
and St. George.



The Legion of
Honour (France).



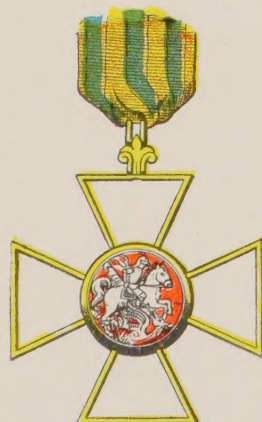
Medaille Militaire
(France).



Croix de Guerre
(France).



Order of St. Stanislas
(Russia).



Order of St. George
(Russia).



Order of Leopold
(Belgium).

to the Backbone.

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- MAY 31. ZEPPELIN RAID on the outskirts of London : 6 killed.
- JUNE 3. AUSTRO-GERMANS RECAPTURE PRZEMYSL (Galicia), the Russians having evacuated it and continued their orderly retreat, being greatly outnumbered and outgunned by the enemy. French airmen bomb the Crown Prince's headquarters.
- JUNE 4. GENERAL ATTACK on strong Turkish positions in Gallipoli. Zeppelin raid on East and South-East Coasts : 64 casualties (24 killed).
- JUNE 6. ZEPPELIN RAIDS on East Coast : 45 casualties (5 killed).
- JUNE 7. FLIGHT-SUB-LIEUT. R. J. WARNEFORD destroys a Zeppelin at a height of 6,000 ft., near Brussels : V.C. awarded for the exploit.
- JUNE 8. GERMAN SUBMARINE SUNK : 27 officers and men taken prisoners.
- JUNE 10. TWO BRITISH TORPEDO-BOATS SUNK by a German submarine off the East Coast.
- JUNE 13. FRENCH VICTORY at Souchez.
- JUNE 15. ALLIED AIR-RAID on Karlsruhe : great damage caused. War "Derby Day." Zeppelin raid on North-East Coast : 16 killed, 40 injured.
- JUNE 18. LIEUT. WARNEFORD, V.C., killed in an aeroplane accident in France.
- JUNE 21. NEW WAR LOAN announced : unlimited issue
- JUNE 22. THE REBEL General De Wet sentenced to 6 years' imprisonment and £2,000 fine.
- JUNE 23. AUSTRIANS RECAPTURE LEMBERG, the capital of Galicia. Munitions Bill introduced.
- JUNE 24. NATIONAL REGISTRATION announced in Parliament. German spy, Mueller, shot at the Tower.
- JUNE 25. RUSSIAN VICTORY over the Austrians on the Dneister.
- JUNE 29. NATIONAL REGISTRATION BILL introduced : all men and women between 16 and 65 to register.
- JUNE 30. BRITISH CASUALTIES in the Dardanelles, 44,434 up to date.
- JULY 1. S.S. "ARMENIA" sunk by a German submarine : 29 drowned.
- JULY 3. AEROPLANE RAID on Harwich : no casualties.
- JULY 6. HEAVY FIGHTING in Gallipoli, and round Arras and Souchez.
- JULY 9. FINAL SURRENDER of the Germans in South-West Africa.
- JULY 11. GERMAN CRUISER "Konigsberg" destroyed in a river in East Africa by British monitors.
- JULY 15. FIERCE LAND AND SEA FIGHTING in Gallipoli and the Dardanelles.
- JULY 20. SEVERE FIGHTING near Warsaw.
- JULY 24. TURKEY CEDES SMALL TERRITORY to Bulgaria.
- JULY 27. TOTAL BRITISH CASUALTIES to date, 330,995.
- JULY 30. GERMANS ATTACK WITH LIQUID FIRE at Hooze, on the Western Front.
- AUGUST 1. BRITISH SUBMARINE sinks a German destroyer in the North Sea. British success in Gallipoli.
- AUGUST 4. INTERCESSION DAY at St. Paul's Cathedral : King and Queen present.

You are sure of being nourished if you take BOVRIL.

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- AUGUST 5. FALL OF WARSAW, the capital of Poland. Russians retreating in good order. Tribitsch Lincoln, ex-M.P. and German spy, arrested in New York.
- AUGUST 6. GENERAL SARRAIL appointed to command the French forces in the Dardanelles. The Kaiser makes indirect proposals for a separate peace, which Russia rejects.
- AUGUST 8. TURKISH BATTLESHIP SUNK by British submarine.
- AUGUST 9. FRENCH AIR-RAID on Saarbrücken (German Lorraine). Distribution of National Register forms. Zeppelin raid on East Coast: 29 casualties (15 killed). One Zeppelin damaged by anti-aircraft guns and subsequently destroyed by aeroplane attack near Dunkirk. British destroyer "Lynx" sunk by mine. Brilliant work by the Anzacs in Gallipoli.
- AUGUST 11. AUSTRIAN SUBMARINE U12 SUNK by Italian submarine.
- AUGUST 12. ZEPPELIN RAID on the East Coast: 29 casualties (6 killed). Severe German repulse before Kovno (Poland).
- AUGUST 14. BRITISH TRANSPORT "ROYAL EDWARD" SUNK by submarine in the Aegean Sea: 1,000 lives lost.
- AUGUST 15. NATIONAL REGISTRATION: 25,000,000 forms filled up.
- AUGUST 16. GERMAN SUBMARINE SHELLS Whitehaven, Harrington, and Parton (Cumberland). No casualties.
- AUGUST 17. ZEPPELIN RAID on the East Coast: 46 casualties (10 killed).
- AUGUST 19. WHITE STAR LINER "ARABIC" SUNK without warning by German submarine. Over 30 drowned. Fall of the great Russian fortress of Novo Georgievsk.
- AUGUST 21. COTTON DECLARED ABSOLUTE CONTRABAND of war. German naval repulse near Riga: battle-cruiser "Moltke" sunk, and several torpedo-boats.
- AUGUST 22. ITALY DECLARES WAR on Turkey.
- AUGUST 26. GERMAN SUBMARINE SUNK by bombs dropped from a naval aeroplane by Squad.-Comm. A. W. Bigworth. Fall of the great Russian fortress of Brest Litovsk.
- AUGUST 28. TOTAL CASUALTIES from Zeppelin raids to date 89 killed, 220 wounded (all civilians).
- SEPT. 1. GERMANS CLAIM to have captured over 270,000 Russians during August. 4 Turkish transports sunk by British submarines.
- SEPT. 2. FALL OF GRODNO.
- SEPT. 4. ALLAN LINER "HESPERIAN" SUNK by submarine: over 20 lives lost.
- SEPT. 5. FIGHTING on the Indian North-West frontier: 10,000 Mohmands defeated with severe losses.
- SEPT. 6. THE CZAR ASSUMES SUPREME COMMAND of the Russian armies. Grand Duke Nicholas takes command in the Caucasus.
- SEPT. 7. ZEPPELIN RAID on Eastern Counties: 56 casualties (13 killed).
- SEPT. 8. ZEPPELIN RAID on London district and the Eastern Counties 106 casualties (20 killed). Allied air-raid on Ostend.
- SEPT. 11. ZEPPELIN RAID on East Coast: no casualties.
- SEPT. 12. ZEPPELIN RAID on East Coast: no casualties.

COVRIL gives strength to win.

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- SEPT. 13. ZEPPELIN RAID on East Coast : no casualties.
- SEPT. 14. NATIONAL SERVICE DEBATE in the House of Commons. Total British casualties to date, 381,982.
- SEPT. 15. RUSSIANS DEFEAT MACKENSEN near Rovno.
- SEPT. 16. GALLIPOLI CASUALTIES 87,630. British submarine E7 reported sunk in the Dardanelles.
- SEPT. 17. RUSSIAN DEFEAT near Vilna.
- SEPT. 18. FALL OF VILNA. British Fleet bombards Belgian coast.
- SEPT. 19. SIR IAN HAMILTON'S Gallipoli despatches published.
- SEPT. 21. BUDGET INTRODUCED in the House of Commons : amount required £1,590,000,000. 50 per cent. tax on war profits ; 40 per cent. increase of income tax ; increased postal and telegraphic charges ; heavy increases in taxes on tea, coffee, &c. ; also in duties on patent medicines and petrol ; 33½ per cent. import duties on motor cars and cycles.
- SEPT. 22. BULGARIAN ARMY MOBILISED. French air-raid on Stuttgart bombs dropped on the palace of the King of Wurtemberg.
- SEPT. 24. GREEK ARMY AND NAVY MOBILISED. London declared a military area under the Defence of the Realm Act. No-treating Order issued.
- SEPT. 25. BRITISH VICTORY at Loos and La Bassée ; French advance in Lorraine. Zeebrugge again bombarded.
- SEPT. 29. BRITISH VICTORY over the Turks at Kut-el-Amara (Mesopotamia). Continued heavy fighting on the Western Front. New Lighting Order for London : lights in private houses and railway carriages to be screened.
- OCT. 3. ALLIED FORCES LAND at Salonika. Russian ultimatum to Bulgaria. Germans defeated at Dvinsk. Belgrade bombarded by the Austro-Germans.
- OCT. 5. BULGARIANS INVADE SERBIA. Lord Derby becomes Director of Recruiting. Resignation of the Greek Prime Minister, M. Venizelos, owing to King Constantine's refusal to fulfil his treaty obligations to Serbia.
- OCT. 6. AUSTRO-GERMANS CROSS THE DANUBE and begin the second invasion of Serbia. Severe fighting continued on the West Front : Germans suffer several repulses.
- OCT. 9. FALL OF BELGRADE, the capital of Serbia.
- OCT. 11. NO-TREATING ORDER for London comes into force.
- OCT. 13. ZEPPELIN RAID on London area and Eastern Counties : 170 casualties (56 killed). Murder of Miss Cavell by the Germans.
- OCT. 14. GREAT BRITAIN DECLARES WAR on Bulgaria.
- OCT. 19. LORD DERBY'S " GROUP " SCHEME announced. British submarines sink German ships in Baltic. Bulgarians cut the Nish-Salonika railway.
- OCT. 20. CONTINUED SEVERE FIGHTING on the French and Russian Fronts.
- OCT. 22. FALL OF USKUB (Serbia) : Bulgarians gaining ground. Serbians in continued retreat before overwhelming Austro-German forces. British warships bombard Bulgarian port, Dedeagatch. Sir Ian Hamilton arrives from Gallipoli.

BOVRIL gives strength to win.

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- OCT. 23. RUSSIAN FLEET bombards the Bulgarian port of Varna. British submarine sinks German cruiser "Prinz Adalbert" in the Baltic.
- OCT. 27. CAPTURED GERMAN GUNS exhibited in the Horse Guards Parade, London.
- OCT. 28. HIS MAJESTY KING GEORGE V. injured by a fall from his horse in France.
- OCT. 30. ISSUE OF KHAKI ARMLETS to attested men announced.
- NOV. 1. FALL OF THE SERBIAN ARSENAL, Kragujevatz.
- NOV. 5. FALL OF NISH, the ancient capital of Serbia.
- NOV. 7. BRITISH SUBMARINE sinks the German cruiser "Undine" in the Baltic.
- NOV. 19. SERBIAN ARMY in retreat towards Albania. New Licensing Order announced.
- NOV. 20. GERMAN CONQUEST of Serbia completed.
- NOV. 22. GENERAL TOWNSEND DEFEATS TURKS at the Battle of Ctesiphon : subsequently compelled to retreat upon Kut-el-Amara, British losses 4,567.
- DEC. 2. FALL OF MONASTIR, capital of Macedonia, and the last of the Serbian strongholds.
- DEC. 3. SIEGE OF KUT-EL-AMARA by the Turks begun.
- DEC. 9. BRITISH RETREAT in Macedonia.
- DEC. 11. DARDANELLES CASUALTIES to date 112,921, and 96,683 sick.
- DEC. 12. LAST DAY FOR ATTESTATION under Lord Derby's "Group" Scheme.
- DEC. 15. F.M. SIR JOHN FRENCH retires from the Command in France : succeeded by General Sir Douglas Haig.
- DEC. 18. PROCLAMATION calling up the first of the "Derby" Groups (2 to 5).
- DEC. 19. BRITISH EVACUATE ANZAC AND SUVLA BAY (in the Gallipoli Peninsula). No men lost in the operation.
- DEC. 21. SIR WM. ROBERTSON becomes Chief of the General Staff.
- DEC. 30. BRITISH CRUISER "NATAL" destroyed in port by an internal explosion : over 300 lives lost.

1916

1916

- JAN. 1. BRITISH CAPTURE YAUNDE, the German capital of the Cameroons (West Africa).
- JAN. 5. COMPULSORY MILITARY SERVICE BILL (for single men) introduced in the House of Commons.
- JAN. 6. RUSSIAN ADVANCE upon Czernowitz (capital of the Bukovina). British air-raid at Le Sars.
- JAN. 7. "GROUP" SYSTEM of recruiting reopened. Turks defeated at Sheik-Saad by Kut Relief Force.
- JAN. 8. FINAL EVACUATION of the Gallipoli Peninsula by the British and French : one casualty.

It MUST be BOVRIL.

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- JAN. 9. BRITISH BATTLESHIP "KING EDWARD VII." sunk by a mine : all on board saved. Total British casualties to date 549,467 (128,138 killed, 353,283 wounded, 68,046 missing).
- JAN. 10. AUSTRIANS CAPTURE Mount Lovtchen (Montenegro). The Greek island of Corfu seized as a base for the Serbian Army.
- JAN. 13. FALL OF CETTINJE, the capital of Montenegro. Heavy fighting near Czernowitz (Bukovina).
- JAN. 14. TURKS INVADE PERSIA. Austrian cruiser sunk by a French submarine in the Adriatic.
- JAN. 17. GRAND DUKE NICHOLAS gains a crushing victory over the Turks in the Caucasus : one Turkish Army Corps completely annihilated.
- JAN. 18. MEETING OF THE KAISER and King Ferdinand of Bulgaria at Nish (Serbia).
- JAN. 23. AUSTRIANS CAPTURE SCUTARI (Albania). German aeroplane raid over Kent : 7 casualties (1 killed).
- JAN. 24. COMPULSORY MILITARY SERVICE BILL (for single men) passed. Very heavy fighting in Flanders and North France.
- JAN. 25. AUSTRIANS INVADE ALBANIA.
- JAN. 31. ZEPPELIN RAID over Norfolk, Suffolk, Lincolnshire, Staffordshire, Leicestershire, and Derbyshire : 168 casualties (67 killed). Order forbidding bells and chiming public clocks in London between sunset and sunrise.
- FEB. 1. BRITISH STEAMER "APPAM" captured by German raider "Moewe" and taken to Norfolk, U.S.A., as a prize. (Vessel subsequently restored to her owners by the U.S.A. Courts.)
- FEB. 3. CANADIAN PARLIAMENT HOUSE (Ottawa) destroyed by fire.
- FEB. 9. GENERAL SMUTS takes command in East Africa.
- FEB. 14. BRITISH CRUISER "ARETHUSA" SUNK by mine off the East Coast.
- FEB. 16. RUSSIANS CAPTURE the great Turkish fortress of Erzeroum with over 200 guns and 13,000 prisoners, thus completing conquest of Armenia.
- FEB. 18. RUSSIANS CAPTURE MUSH (west of Erzeroum).
- FEB. 20. GREAT BOMBARDMENT OF VERDUN marks the beginning of the German attack on the fortress. Aeroplane raid on Lowestoft and Walmer (2 casualties).
- FEB. 21. GERMAN INFANTRY assault outlying positions at Verdun : Haumont Wood and Beaumont gained at heavy cost.
- FEB. 26. FORT DOUAUMONT (Verdun) captured by the Germans
- FEB. 27. INTENSE FIGHTING continues near Verdun.
- FEB. 29. SEA DUEL between British armed merchantman "Alcantara" and German armed raider "Greif." Both vessels sunk.
- MARCH 1. AEROPLANE RAID on South-east Coast : 1 killed.
- MARCH 2. RUSSIANS TAKE BITLIS (Armenia) ; French repulse German attacks on Fort Vaux (Verdun).
- MARCH 5. ZEPPELIN RAID over Yorkshire, Rutland, Lincolnshire, Norfolk. Huntingdon, Cambridgeshire, Kent and Essex : 70 casualties (18 killed).

BOVRIL the mighty energiser.

DIARY OF THE WAR

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- MARCH 8. KUT RELIEF FORCE repulsed at Es-sinn.
- MARCH 9. FRENCH AGAIN REPULSE GERMANS at Fort Vaux.
- MARCH 10. GERMANY DECLARES WAR on Portugal (England's oldest ally).
- MARCH 14. GERMAN ATTACK at Mort Homme (Verdun) repulsed with heavy loss.
- MARCH 19. GERMANS CAPTURE Avocourt Wood (Verdun). Aeroplane raid on Dover and Ramsgate: 40 casualties (9 killed). Flight-Comm. Bone, R.N.A.S. brings one of the raiders down.
- MARCH 20. SEVERE GERMAN REPULSE at Verdun (Pepper Hill). Great Allied air-raid on Zeebrugge by 65 British, French, and Belgian aeroplanes.
- MARCH 22. BRITISH FRONT in France extended by taking over the Souchez-Arras section of the French Front. Slight German advance near Verdun.
- MARCH 25. BRITISH SEAPLANE ATTACK on Zeppelin sheds in Schleswig-Holstein.
- MARCH 27. BRITISH VICTORY at St. Eloi (France): German first and second line trenches captured. Great Allied Council at Paris (all the Allied countries represented).
- MARCH 31. ZEPPELIN RAID over Eastern Counties and the N.E. Coast: 109 casualties (43 killed).
- APRIL 1. ZEPPELIN L15 brought down in the Thames estuary: crew captured. Zeppelin raid on N.E. Coast: 116 casualties (16 killed).
- APRIL 2. ZEPPELIN RAID on S.E. Scotland: 21 casualties (10 killed).
- APRIL 4. ZEPPELIN RAID on East Coast: no casualties. Fourth War Budget introduced: taxes on amusements, matches, &c.; increased income tax. Continuous fighting at Verdun.
- APRIL 5. ZEPPELIN RAID on N.E. Coast: 9 casualties (1 killed).
- APRIL 6. BRITISH DEFEAT TURKS on the Tigris. German gain at Verdun.
- APRIL 9. BRITISH REPULSE at Sanna-i-Yat on the Tigris. Fierce German assault at Verdun repulsed.
- APRIL 14. ALLIED NAVAL AIR-RAID on Constantinople.
- APRIL 17. RUSSIANS CAPTURE TREBIZOND, the great Turkish port on the Black Sea.
- APRIL 20. RUSSIAN TROOPS arrive in France.
- APRIL 23. FURTHER BRITISH REPULSE at Sanna-i-Yat.
- APRIL 24. AEROPLANE RAID on Dover and Deal: no casualties. Zeppelin raid on Norfolk and Suffolk: 1 casualty.
- APRIL 25. ZEPPELIN RAID on Essex and Kent: no casualties. German war-ships bombard Lowestoft: 16 casualties (4 killed).
- APRIL 26. ZEPPELIN RAID on Kent Coast: no casualties.
- APRIL 27. BRITISH BATTLESHIP "RUSSELL" SUNK by mine; British submarine E22 sunk in the North Sea; German submarine sunk off East Coast.
- APRIL 29. FALL OF KUT after a siege of 143 days: 8,970 British and Indian officers and men captured with General Townsend.
- MAY 2. ZEPPELIN RAIDS on N.E. Coast of England and S.E. Coast of Scotland: 36 casualties (9 killed).

BOVRIL gives strength to win.

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- MAY 3. ZEPPELIN L20 DESTROYED near Norwegian coast. New Compulsory Military Service Bill (affecting all men between 18 and 41, married or single).
- MAY 4. ZEPPELIN L7 SHOT DOWN off the Schleswig coast by H.M.S. "Galatea." Another Zeppelin destroyed by Allied Fleet at Salonika.
- MAY 7. INTENSE FIGHTING at Verdun.
- MAY 8. ANZACS IN THE FIGHTING LINE in France.
- MAY 14. GREAT AUSTRIAN OFFENSIVE against the Italians in the Trentino : Italians forced back.
- MAY 20. 80,000 GERMANS ASSAULT the Mort Homme (Verdun). Aeroplane raid on Kent coast : 3 casualties (1 killed).
- MAY 21. NEW "SUMMER TIME" begins to-day.
- MAY 22. FRENCH REGAIN Fort Douaumont (Verdun).
- MAY 24. GERMANS CAPTURE Fort Douaumont again.
- MAY 26. GREEKS YIELD UP FORT RUPEL to the Bulgarians.
- MAY 27. SEVERE GERMAN repulses at Verdun.
- MAY 29. AUSTRIANS CAPTURE ASIAGO (Trentino) : Italians in retreat.
- MAY 30. 100TH DAY OF THE BATTLE FOR VERDUN. French gain at Mort Homme.
- MAY 31. GREAT BRITISH NAVAL VICTORY off Jutland. British losses include the battle-cruisers "Queen Mary," "Indefatigable," and "Invincible," cruisers "Defence" and "Black Prince" and 8 destroyers. German Fleet driven back into harbour with the loss of 2 Dreadnoughts (battleships), 2 battle-cruisers, 4 other cruisers, 9 destroyers and 1 submarine.
- JUNE 2. GERMAN ATTACK at Ypres : 2 British generals killed.
- JUNE 3. ALLIES DECLARE MARTIAL LAW at Salonika.
- JUNE 4. GREAT RUSSIAN OFFENSIVE begins : General Brussiloff gains important victory : 13,000 Austro-German prisoners.
- JUNE 5. LORD KITCHENER and his staff drowned by the mining of the cruiser "Hampshire" off the Orkneys.
- JUNE 6. RUSSIANS RECAPTURE LUTSK, with 15,000 prisoners.
- JUNE 8. FURTHER IMPORTANT RUSSIAN VICTORY on the Strypa : 24,000 more prisoners.
- JUNE 10. RUSSIANS RECAPTURE fortress of Dubno with a further 35,000 prisoners. Austrians in full retreat in the Bukovina.
- JUNE 12. ITALIANS SUCCESSFULLY RESUME THE OFFENSIVE in the Trentino. German gain at Verdun.
- JUNE 13. BRILLIANT SUCCESS by Canadians at Ypres. Gen. Smuts captures Wilhelmstahl (E. Africa).
- JUNE 17. FALL OF CZERNOVITZ (Bukovina) : Russians capture 52,000 prisoners. French success at Verdun.
- JUNE 21. ARABIA REVOLTS against the Turks : the Holy City of Mecca (birthplace of Mahomet) captured by the rebels.
- JUNE 23. GERMANS TAKE THIAUMONT AND FLEURY (Verdun).
- JUNE 26. ITALIANS RECAPTURE Asiero in the Trentino.
- JUNE 28. GREAT AUSTRIAN DEFEAT at Kolomea : Russians take 10,000 prisoners.
- JULY 1. COMMENCEMENT of the "BIG PUSH" in France. The Allies' offensive opens with important victories on the Somme.

The Power of Beef is in BOVRIL.

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- JULY 2. FRICOURT CAPTURED by the British : Curlu and Herbecourt captured by the French. Nearly 10,000 German prisoners in two days.
- JULY 3. FURTHER FRANCO-BRITISH SUCCESSES on the Somme.
- JULY 6. IMPORTANT RUSSIAN VICTORY north of Lutsk : 18,000 prisoners captured and the German front broken. Von Bothmer in retreat.
- JULY 8. CONTINUANCE OF THE SERIES OF ALLIED VICTORIES by the British and French in France and the Russians in Galicia.
- JULY 9. GERMAN SUBMARINE "Deutschland" arrives at Baltimore from Bremen.
- JULY 10. CONTALMAISON (Somme front) captured by the British.
- JULY 11. TOTAL OF AUSTRO-GERMAN PRISONERS captured by the Russians in the first month of the offensive, 266,000. Seaham Harbour bombarded by a German submarine : one woman killed.
- JULY 14. BRITISH SUCCESSFULLY ATTACK the German second line of defences on the Somme : gallant exploit of the Royal West Kents. British cavalry take part in the action.
- JULY 15. BRITISH PENETRATE THE GERMAN THIRD LINE of defences. Another great Russian victory south of Lutsk. 13,000 German prisoners taken by Gen. Sakharoff.
- JULY 19. HEAVY GERMAN ATTACKS on the new British front on the Somme. Ground temporarily lost quickly regained by British.
- JULY 20. CONTINUED HEAVY FIGHTING on all fronts. British progress on the Somme. Russians gain a success near Brody (4,000 prisoners).
- JULY 21. GERMANS DEFEATED on the Styr : Russians take a further 14,000 prisoners, making nearly 300,000 prisoners since the beginning of the Russian offensive.
- JULY 23. ENGAGEMENT in the North Sea : British light cruisers drive German squadron back into Zeebrugge.
- JULY 24. BRITISH CAPTURE POZIERES (on the Somme).
- JULY 26. GRAND DUKE NICHOLAS captures Arzindjan (in Armenia).
- JULY 27. MURDER OF CAPTAIN CHARLES FRYATT (s.s. "Brussels") by the Germans.
- JULY 28. BRITISH CAPTURE LONGUEVAL (on the Somme). Russians capture Brody and 20,000 prisoners.
- JULY 29. ZEPPELIN RAID over Norfolk and Lincolnshire (no casualties).
- JULY 30. BRILLIANT FRENCH ADVANCE on the Somme.
- JULY 31. ZEPPELIN RAID on E. and S.E. Counties : no casualties. French repulse German counter-attacks on the Somme.
- AUGUST 3. ZEPPELIN RAID over E. and S.E. Counties : no casualties.
- AUGUST 4. TURKISH ATTACK on British positions at Romani, near the Suez Canal, repulsed. British take 2,500 prisoners.
- AUGUST 6. BEGINNING OF THE ITALIAN OFFENSIVE against Trieste : Italians capture an important height.
- AUGUST 8. RUSSIAN VICTORY in Galicia : 7,400 Austro-German prisoners captured. Heavy fighting on the Somme and at Verdun.
- AUGUST 9. ZEPPELIN RAID on E. and N.E. Coast : 23 casualties (6 killed). Fall of Gorizia, great Austrian stronghold covering Trieste ; Italians capture over 13,000 Austrians.
- AUGUST 10. RUSSIANS CAPTURE STANISLAU (Galicia).

BOVRIL gives strength to win.

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- AUGUST 18. FURTHER BRITISH GAINS on the Somme front.
- AUGUST 24. ZEPPELIN RAID on E. and S.E. Coast : 44 casualties (8 killed).
- AUGUST 27. RUMANIA DECLARES WAR on Austria : Italy declares war on Germany.
- AUGUST 29. RUMANIANS INVADE TRANSYLVANIA (Hungary) and capture several Carpathian passes. Field-Marshal von Hindenburg becomes German Chief of War Staff in place of General von Falkenhayn.
- SEPT. 2. ZEPPELIN RAID on E. and S.E. Counties : 15 casualties (2 killed). One Zeppelin brought down in flames at Cuffley (Herts.) by Lieut. Robinson.
- SEPT. 7. RUMANIAN SUCCESS at Orsova (at the "Iron Gates" of the River Danube); Germans capture Turtukai on the Danube (Southern Rumania).
- SEPT. 9. FURTHER BRITISH GAINS on the Somme : Ginchy taken.
- SEPT. 10. HEAVY FIGHTING in the Dobrudja (Rumania). Germans capture Silistria with 28,000 prisoners and 100 guns.
- SEPT. 12. RANCOURT (on the Somme front) captured by the French, with 1,100 prisoners.
- SEPT. 14. THE GREEK PORT OF KAVALLA seized by the Bulgarians. 5,000 Greek troops surrendered to the Germans by their commander.
- SEPT. 15. TANKS USED for the first time on the Somme. Notable British advance : Germans' third line of defence broken, 4,200 prisoners taken. Aeroplane raid on Dover : no casualties.
- SEPT. 24. ZEPPELIN RAID over Essex and London : 163 casualties (38 killed). Two Zeppelins brought down : one burnt with all the crew, one captured, crew taken prisoners.
- SEPT. 26. ZEPPELIN RAID on South, East, and South-East Coasts and North Midlands : 63 casualties (36 killed). Great British and French victories on the Somme : Thiepval and Combles captured with 5,000 prisoners. Revolution in Greece : M. Venizelos forms a provisional National Government and enlists troops to fight against the Bulgarians.
- OCT. 1. ZEPPELIN RAID on East Coast : 2 casualties (one killed). One Zeppelin brought down in flames at Potter's Bar : crew burnt to death.
- OCT. 4. BRITISH TRANSPORT "FRANCONIA" and French transport "Gallia" torpedoed in Mediterranean ; 12 lives and 850 lives lost respectively.
- OCT. 5. RUMANIANS EVACUATE BRASSO (Transylvania).
- OCT. 7. FRANCO-BRITISH VICTORY on the Somme : advance on 15-mile front. Le Sars stormed and captured.
- OCT. 8. GERMAN SUBMARINE sinks six steamers near the Nantucket Lightship (American coast).
- OCT. 11. GREEK NAVY SURRENDERED to the Allies.
- OCT. 13. AUSTRO-GERMANS FORCE THE PASSES into Rumania.
- OCT. 22. GERMAN-BULGARIANS under Mackensen capture the Rumanian town and port of Constanza.
- OCT. 23. GERMAN AEROPLANE RAID on Margate : no casualties.
- OCT. 24. GREAT FRENCH VICTORY at Verdun : Douaumont, Thiaumont, and Haudraumont recaptured by storm : Germans driven back nearly two miles.
- OCT. 25. RUSSO-RUMANIANS BLOW UP CERNAVODA BRIDGE over the Danube.
- OCT. 26. GERMAN "SLAVE-RAIDS" in Belgium : 15,000 civilians deported for forced labour in Germany.

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- NOV. 2. FURTHER FRENCH GAINS AT VERDUN: Vaux Fort recaptured. Successes by the Italians in the Carso: 3,500 Austrians taken prisoner.
- NOV. 4. GERMANS PROCLAIM "INDEPENDENCE" of Poland.
- NOV. 6. P. & O. S.S. "ARABIA" SUNK by submarine in the Mediterranean: two lives lost.
- NOV. 7. FRENCH VICTORY ON THE SOMME: Ablaincourt and Pressoir captured.
- NOV. 8. MORE GERMAN "SLAVE-RAIDS" in Belgium: over 20,000 deportations from Antwerp.
- NOV. 13. BRILLIANT BRITISH SUCCESS on the Somme: St. Pierre Divion and Beaumont Hamel stormed. General retreat of Rumanians from the frontier passes.
- NOV. 14. BRITISH CAPTURE BEAUCOURT (on the Somme Front). Allied advance upon Monastir.
- NOV. 17. FRENCH AIRMAN RAIDS MUNICH (Bavaria), and continues his flight to Venice (440 miles). Bulgarians repulsed by Anglo-Greek forces.
- NOV. 18. FURTHER BRITISH GAINS near Grandcourt and Beaumont Hamel.
- NOV. 19. FALL OF MONASTIR: Allies enter the capital of Macedonia. Bulgarians retreat northwards.
- NOV. 21. BRITISH RED CROSS S.S. "BRITANNIC" SUNK by German submarine in Greek waters: 32 lost. DEATH OF THE EMPEROR OF AUSTRIA.
- NOV. 22. ENEMY MINISTERS forced by the Allies to quit Athens.
- NOV. 23. GREEK NATIONALISTS (under M. Venizelos) declare war on Bulgaria. Mackensen crosses the Danube: Orsova and Turnu Severin captured by Austro-Germans.
- NOV. 23. SIX GERMAN DESTROYERS attempt raid on the Channel communications: one British destroyer lost.
- NOV. 24. BRITISH RED CROSS S.S. "BRAEMAR CASTLE" SUNK by German submarine in Greek waters.
- NOV. 28. ZEPPELIN RAID on N.E. Coast: two Zeppelins brought down in flames.
- DEC. 1. GREEK GOVERNMENT refuses Allies' demands: Anglo-French troops fired upon in Athens and subsequently withdrawn.
- DEC. 3. RUMANIANS IN RETREAT before overwhelming enemy forces. German submarines bombard Portuguese port of Funchal (Madeira).
- DEC. 6. FALL OF BUCHAREST, the capital of Rumania.
- DEC. 8. ALLIED BLOCKADE OF GREEK COAST begun.
- DEC. 12. GERMAN CHANCELLOR announces in the Reichstag that peace proposals have been made (through neutrals) to the Allies. General Nivelle takes chief command of the French Armies.
- DEC. 15. GREAT FRENCH VICTORY at Verdun: German front broken for over two miles: 7,500 prisoners captured.
- DEC. 16. FURTHER FRENCH GAINS at Verdun, with 2,500 more prisoners and 80 guns.
- DEC. 17. FRENCH VERDUN GAINS increased to 11,300 prisoners, 115 guns, and 107 machine guns.
- DEC. 19. ALLIES RECOGNISE the Government of M. Venizelos.
- DEC. 20. AMERICAN PEACE NOTE received.
- DEC. 21. BRITISH SUCCESS on Egyptian frontier: El Arish (Sinai) recaptured.
- DEC. 26. BRITISH TAKE OVER A FURTHER SECTION of the French line on the Western front.
- DEC. 30. ALLIES REJECT GERMAN PEACE OVERTURES as insincere and a "sham."

It must be BOVRIL.

It must be **BOVRIL**

Mummy
says so



BRITISH TO THE BACKBONE